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Strategies and Activities

December 16th, 2008

Every year, corporates are providing billions of dollars in funding to NGOs!
How can your organization benefit?
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Previous

Proposals are required to outline how the objectives of the project would be achieved. Here, it will be necessary to mention the strategies and the activities to be implemented in the project. There is lot of difference between strategies and activities. Strategies are broad concepts under which activities are

Francais Espanol

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Gantt Chart Template
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placed.

Strategies in a project can include:

- Capacity-building/ awareness raising
- Organizational development
- Research & Development
- Advocacy
- Victim Support Strategy
- Micro-finance and CBO development Strategy
- Participatory Infrastructure Development Strategy

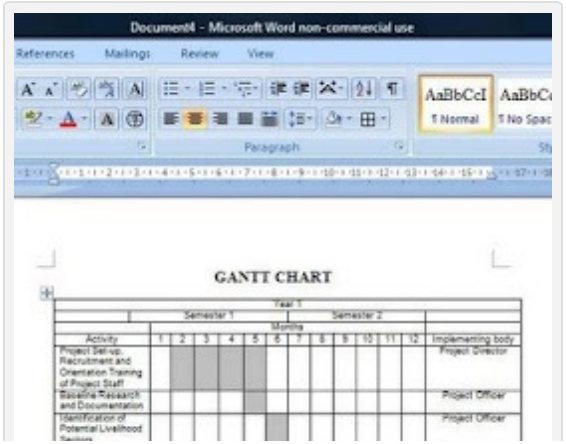
Activities can include:

- Training workshops, street shows, rallies
- Staff selection, staff training
- Baseline, PRA, FGD
- Conferences, meetings, articles, publications
- Establishing shelter homes, counseling, legal support
- Forming SHGs and cooperatives
- Building irrigation tanks, demo plots etc

To develop activities:

- Refer back to the lessons learned from previous projects.
- Identify best practices from other agencies/ projects/sources.
- Activities as identified by the communities
- Develop activities by listing numbers, so that they can referred back easily
- Leave space for unplanned activities that can be added later during project implementation

Activities are usually listed out in a Gantt Chart. A Gantt Chart is a kind of a time table of all project activities given along with the role and responsibilities of the project staff.



Webinars

Raising More Money from Your Local Business Community
Date: Sept. 10, 2012 Timings: 3:00 PM – 4:30 PM GMT

Building a Fundraising Board
Date: Sept. 19, 2012 Timings: 3:00 PM – 4:30 PM GMT

How to raise Funds from the European Commission
Date: Sept. 24, 2012 Timings: 1:00 PM – 2:30 PM GMT

Social Media: Using Facebook and More to Sell Your Mission
Date: Sept. 25, 2012 Timings: 7:00 PM – 8:30 PM GMT

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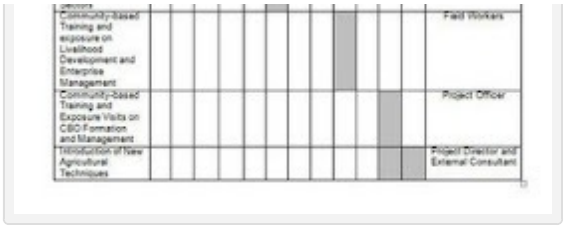
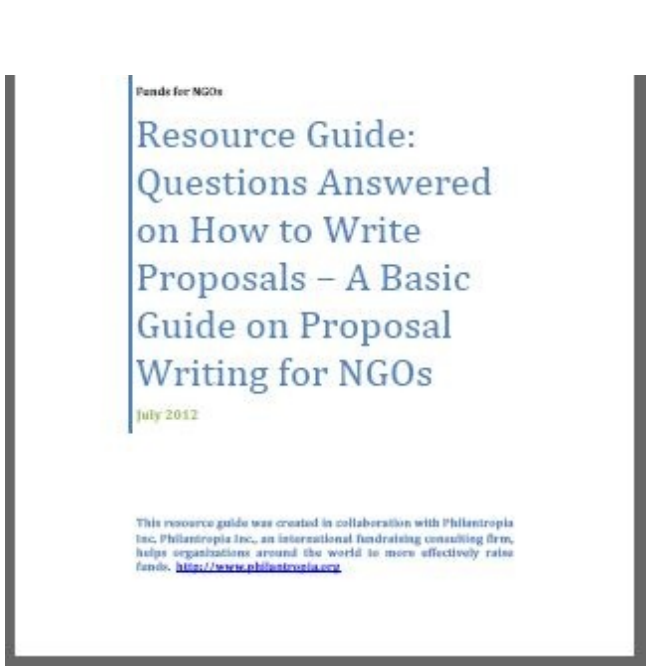


Next

Introduction.....Challenges in Proposal Writing.....Before Writing a Proposal.....Writing about the Organization.....The Actual Proposal.....Problem Statement & Project Rationale-1.....Problem Statement & Project Rationale-2.....Project Goal.....Project Objectives.....Strategies & Activities.....Performance Indicators.....Results.....Monitoring & Evaluation.....Budget & Proposal Packaging



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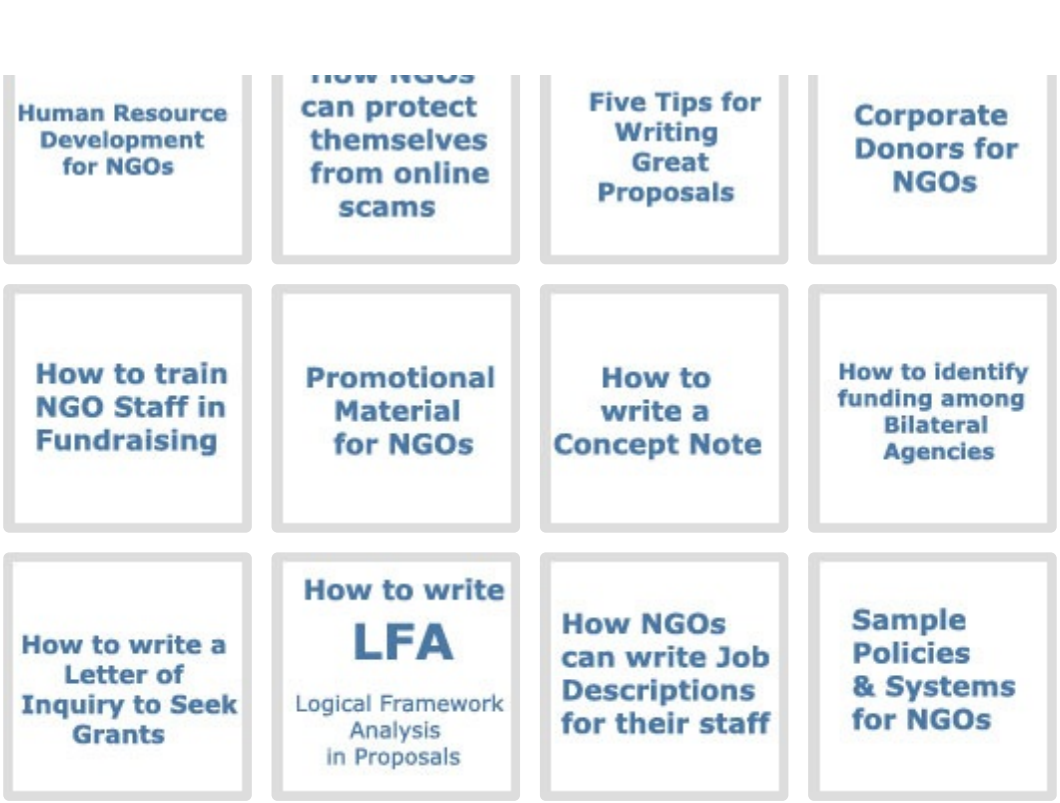

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